

EXHIBIT

A

NYT 8 Fwd: Ariadna Jacob/Influences allegations

1 message

----- Forwarded message -----

From: Ben Walter <benwalterlaw@gmail.com>
Date: Wed, Aug 12, 2020 at 9:15 AM
Subject: Re: Ariadna Jacob/Influences allegations
To: Taylor Lorenz <taylor.lorenz@nytimes.com>
CC: Laura Pallas <laura@pallasmanagementgroup.com>, Matt Shupe <matt@praetorianpr.com>, PMG ASST <assistant@pallasmanagementgroup.com>, Christal Bodie <christal@pallasmanagementgroup.com>, Ariadna Jacob <ari@influences.com>

Some additional context from Ari:

If Ms Jacob wasn't the leaseholder of the Girls in the Valley house, how did she have the power to kick (and lock) the girls out of the house? We did not kick them out of the house and lock the door and have witnesses to verify. We asked them to vacate over the next couple of days since they were never formally invited to move in longer than 2-3 weeks in the first place. They all said they would have no problem doing so and then proceeded to leave to go to the beach. We asked if anyone had a key, everyone said no, so we said we would lock the door to make sure the property was secure since the owner's belongings were still there etc. and that as soon as they got back to the house to call us and we were across the street to be able to let them in. When they returned, instead of unlocking the door, Justin and Nupur as well as Rachel Turner (who had been not been invited to stay overnight at the content house at that time and blatantly asked not to be there) broke through a side window on the bottom floor into one of the rooms a girl was staying in and then proceeded to vandalize the property, spray painting F*CK Ari on the walls.

Additionally, several people returned after they moved out, broke in, and stole some of the owner's belongings.

How did she have the power to ask them for rent? Who sent in the rent? You say, "As Ms. Jacob was paying the rent and had all the liability on her, it would be improper if not grossly negligent of her to not have some type of security system on the property." Though a lease was not signed, she was liable for the property? Please clarify. Whose name was on the utility bills? If the girls were paying the utilities and Ms. Jacob wasn't on the lease, how could she insist they move out of the house?
The home owner's name was on the utility bills starting in Jan 2020 when just myself and my business partner moved in. The owner encouraged us to invite TikTok stars over to experience the property. Emmy, Alex and Tanisha were the only ones initially invited to live on the property before the official launch of the content house. At that time they had no deliverables and were asked to contribute towards the rent \$1500 per room. I was living in the house at the time. After Influences hosted a trip to Playlist in Orlando which the creators were ecstatic about at the time, Ari was asked by Emmy and Alex if they could take over the master bedroom, so Ari found a condo nearby and moved in early March. At that point, the owner said she would be cutting off the utilities and since Ari was not going to be there to monitor the use of such things as the pool etc. she asked that they (the girls) please make sure the utilities were transferred into one of their names. In fact when the service man came over to install them under the new names, the talent called her stating that there needed to be an adult present and Ari had to remind them that they are over 18 and in fact considered adults.

- Is it correct that Ms. Jacob agreed to cover half the Kids Next Door house rent of \$18,500 per month, provided the tenants produced content and fulfilled a certain number of brand deals as part of the terms of the production agreement? You didn't answer this question.
Discussing if we can share the agreement with you.

- Was Ms. Jacob's name on the Kids Next Door house lease? Was she the sole leaseholder?
Kids Next Door is still an active brand with an active lease on the property. I am the lease holder here through May 2021

- Was the amount of rent residents at Kids Next Door house were asked to pay per resident in August higher than the amount of rent they paid per resident in previous months?
No, their rent was always \$1,500 each and in fact, the kids that left did not even put in the full deposit they promised to pay. We have accounting for all of this.

- You claim Ms. Jacob controlled 1/3 of Creator Edge. Did she have equity in the company? The former partners/founders of Creator Edge dispute that Ms. Jacob was ever a managing partner at Creator Edge as her LinkedIn states. Additionally, Jace Norman said that he left the company by January 2020 and that Ms. Jacob was the only one using the company's name. He was not involved in the company and had nothing to do with Ms. Tomlinson, who was managed by Ms. Jacob.
This is false. Brittany was part of Creator Edge from Aug 2019 - Jan 2020 the entire time Jace Norman and their family was involved. In fact, the employee previously mentioned as causing issues didn't know Jace Norman prior to meeting Ari and insisted on developing a relationship with her.

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I would also welcome any emails, texts or documents Ms. Jacob is willing to share on the record.

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An analogy would be if I let you stay at my vacation property and, unbeknownst to me, you brought a friend with you. If your friend slipped and fell, they would sue me, the owner of the property, and not you, whether or not I knew they were on the property.

If any of the tenants or their guests (whether known or unknown by Influences) were injured on the property, they would look to Ari for recourse (and the landlord would look to Ari for indemnification if necessary, since Ari was in possession of the property).

- Is it correct that Ms. Jacob agreed to cover half the Kids Next Door house rent of \$18,500 per month, provided the tenants produced content and fulfilled a certain number of brand deals as part of the terms of the production agreement? You didn't answer this question.

Yes, per the production agreements with the individuals living at the KND house, Influences would cover half the rent, with the kids being equally responsible for the other half of the rent. There was no obligation to fulfill a certain number of brand deals. The idea behind the content house was that, by living together and collaborating on content, the kids would grow the KND brand and, in addition to individual deals each was to potentially enter into with various third party brands, the KND brand would also enter into brand deals. The intent was that the brand deals would fund the kids share of the rent and costs and expenses. However, the kids decided that, in breach of the agreement, rather than refer deals to Ari to handle, they negotiated them by themselves, cutting Influences out of the deal and not paying Influences their commission, and not taking any of proceeds from these brand deals to pay their rent or bills. Per the agreement, they had a money manager who was going to handle the financials of their deals and reimburse Influences for rent and costs and expenses (such financial manager was brought to the table by them, not Influences). They didn't involve the financial manager, again in an effort to conceal these deals. However, since these opportunities are promotional opportunities on Instagram and TikTok, it is easy for Influences to see when a client is promoting/endorsing without telling Influences (especially when there is a #ad or #sponsored in the post to comply with FTC guidelines). Additionally, several of these kids admitted to Ari that they were purposefully concealing these brand deals from her.

The only obligation per the production agreement on the kids was to make a certain amount of social media posts per month on the KND account. They could reject any brand deal that came through that they didn't want.

Yes. The leader of KND, Marcus Olin, identified a property, the Parva house where the KND lived, that he wanted. However, for various different reasons, the owner of the property was unwilling to lease the property to Marcus. He instructed Ari to secure the property for the KND and induced her with the promises of building a brand with her to enter into the lease. Even during the negotiations with the owner, he again tried to cut her out by contacting the owner directly (while we were dealing with the owner's real estate agent and our real estate agent). The high level understanding how the rent was to be split was agreed to prior to Ari actually signing the lease.

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- You claim Ms. Jacob controlled 1/3 of Creator Edge. Did she have equity in the company? The former partners/founders of Creator Edge dispute that Ms. Jacob was ever a managing partner at Creator Edge as her LinkedIn states. Additionally, Jace Norman said that he left the company by January 2020 and that Ms. Jacob was the only one using the company's name. He was not involved in the company and had nothing to do with Ms. Tomlinson, who was managed by Ms. Jacob.

I would need Ari to weigh in on this one.

- You claim that her landlord at the Avalon West Hollywood apartment building never sought to collect \$3,200 in unpaid rent. See attached documents. Can you elaborate?

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Please advise,

Thanks

On Tue, Aug 11, 2020 at 11:57 PM Laura Pallas <laura@pallasmanagementgroup.com> wrote:

Hi Taylor

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Many thanks

Laura

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Hi all,

I'm disappointed that Ms. Jacob declined the opportunity to chat things over and provide background context for this piece by phone.

I'd love to hear back with any corrections on the below points today as I'm sure I'll have follow ups and clarifications.

Through dozens of conversations with former employees, former business partners, current and former talent under Ariadna Jacob/Influences management, as well as those who have worked with her, we are planning to report the following.

Thank you and look forward to your response.

Influences was founded in 2017 (per [LinkedIn](#))

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